

APPROVED
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
CITY HALL
8th FLOOR CONFERENCE ROOM
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FL 33301
April 11, 2016, 3:30 P.M.

MEMBERS	September 2015 – August, 2016				
	REGULAR MTGS		SPECIAL MTGS		
		Present	Absent	Present	Absent
Greater FTL Chamber of Commerce <u>Eduardo Fernandez</u> , Chair	P	6	0	2	0
Marriott Courtyard <u>Bill Cunningham</u> , Vice Chair Thomas Miller, Alternate	P	6	0	2	0
B Ocean Fort Lauderdale Jean Capps <u>Michael Dutton</u> , Alternate	P	5	1	1	1
The “W” Hotel, Capri Hotel, LLC Anna MacDiarmid Kristiann Galati, Alternate	A	4	2	2	0
Beach Redevelopment Adv. Board <u>Ina Lee</u>	P	6	0	1	1
Bahia Mar Glenn Spanier John Hopwood, Alternate	A	3	3	1	1
Ritz Carlton Hotel <u>Greg Cook</u> Monique Soriano, Alternate	P	4	2	1	1
Conrad Hotel, CFLB Partnership LLC <u>Martin Wormull</u>	P	3	2	2	0
The Westin Ft Lauderdale Beach <u>Bruce Roy</u>	P	5	0	2	0

Staff

Don Morris, Beach CRA Manager
Dan Barnett, BID Manager

Cija Omengebar, Economic Development Aide
Mona Laventure, Prototype, Inc.

Presenters and Guests

Von Freeman – Entercom Radio
John O’Connell – Entercom Radio
Kim Butler – Great Fort Lauderdale Convention and Visitors Bureau

I. Call to Order / Roll Call / Quorum

Chair Fernandez called the meeting to order. At this time there are 9 appointed members to the Board, which means 5 would constitute a quorum.

Roll was called at 3:35 p.m., and it was noted there was a quorum.

Chair Fernandez welcomed Michael Dutton as the alternate for Ms. Capps. He was advised that input was welcome, but he could not vote yet.

II. Approval of Joint Meeting Minutes

- **BID March 14, 2016**

Motion made by Ms. Lee, seconded by Mr. Cook, to approve the minutes of the March 14, 2016, meeting as corrected.

The following correction was noted:

P. 6, 1st paragraph: “Dr. Elizabeth Mandell” should be “Dr. Robbin Trindale”

In a voice vote, the motion passed unanimously (6-0) with Mr. Dutton not voting.

III. BID Funding Application, Entercom Radio Mumbo Jumbo Music & Food Festival – Donald Morris AICP, Beach CRA Manager

Mr. Barnett pointed out that the name is no longer “Mumbo Jumbo” – it is now being called the Fort Lauderdale Music and Food Festival until the official name is decided. He also noted that a \$2.00 City surcharge per ticket sold would be added for the life of the festival.

Ms. Lee asked about the 15-second radio slots, and Mr. Freeman said they would be 30-second slots for the most part. He clarified that the live promos are on-air DJ announcements on local air time. The national coverage would probably start a month or two out from the event. Mr. Freeman said they have 30 million listeners nationwide, and 127 radio stations nationwide.

Mr. Freeman stated that he talked with Ms. Butler from the CVB about perhaps doing

something with the Fort Lauderdale airport, London, and Jet Blue, and incorporating local celebrity chefs in a big VIP tent. Ms. Butler added that the CVB is interested in the media aspect, being able to support the event, and what the CVB could do with the media package that was proposed. She said they would want to ensure that they would be maximizing the opportunity for the BID and the CVB. Ms. Butler stated that the ability to support the Panthers in markets where they play was a plus.

Ms. Butler remarked that the CVB is now in the budget process for 2016-2017, so they have not yet committed to the event, but are “anxious” to pursue it. They do have a proposal that is being reviewed by their media buyers. Mr. Freeman disclosed that the “ask” on the proposal to the CVB was \$150,000.

Mr. Freeman said that the \$2.00 surcharge would basically replenish the money that the BID contributed.

As far as attendance, Mr. Freeman believes that with the radio and media power they have, they could double the numbers that Tortuga has done. The closing time of Tortuga (10:00 p.m.) was seen favorably by Committee members.

Mr. Freeman reported they met with the Parks Department several times, but have not yet submitted the application to them. Their meetings covered generalities, and discussed matching the footprint of Tortuga.

Mr. Freeman hoped the food part of the festival would be a big part of the event. He did not want carnival-type food, but more gourmet food. Mr. Freeman expected they would delegate the running of that part of the event to a catering company. Ms. Lee suggested having a VIP area with more local celebrity chefs.

Discussion ensued about the success of the Swatch event, which was sold out. The VIP tent was by invitation only, and several hundred people were there. Ms. Butler offered to show Mr. Freeman the layout of that event. He said the VIP tent/lounge structure idea is good. Ms. Lee offered to bring a book on the Swatch event, particularly the Chill Lounge.

Mr. Morris advised Mr. Freeman that the BID will want an economic impact study after the event to show the importance of having these types of events.

Chair Fernandez pointed out that he had spoken to Ms. Capps before the meeting, and the B Ocean Fort Lauderdale supports the initiative.

Mr. Roy advised that the acts that are chosen are very important to the success of the event. He said that the right performers have to be there to drive out-of-town visitors. Mr. Freeman remarked there are a lot of things they can do to “hyper-target” a market. Ms. Butler said it would be helpful for the hotels to put a promotion package together, and that package could be advertised on the radio. The CVB has had great success

doing this with British Airways. Mr. Barnett said that the use of nationwide radio helps plant the seed of Fort Lauderdale as a destination and branding.

Mr. Freeman said that a Wednesday-Friday event leading up to the main event would be possible, and it could involve local bands. They have done something similar in Las Vegas.

Mr. O'Connell remarked that the emphasis is not so much on a concert alone, but creating a destination event.

Mr. Freeman said they are seeking additional sponsorships and have been getting positive responses.

Chair Fernandez reviewed that they are looking at \$350,000, \$200,000, \$150,000, \$100,000 and \$50,000 - which is less overall than the second Tortuga-type event. Mr. Freeman said they that their budget will be based on talent. Mr. Cook commented he was thinking of a three-year commitment. Mr. Freeman said the average ticket price would be \$50 – many are \$100 a day or more.

Discussion occurred on the timing of the festival, and Mr. O'Connell reported they have been in touch with bands for the early December time frame. Mr. Barnett pointed out they would not be buying rack retail festival prices. It was noted that Entercom does this type of show for profit and also to promote the radio stations.

Mr. Freeman stated that when they commit to the show, every time someone tunes in to one of their four local radio stations between September 18 and December 3, they will hear about the event. The national groups have to be worked out; he said they are in touch with their CEOs. Ms. Lee emphasized that the national advertising is what is attractive.

Discussion ensued on whether the BID wanted to support the event for three years or for five. Vice Chair Cunningham mentioned that the BID tries to provide seed money for events, but would consider a re-commitment after three years. He added that the BID really likes the event.

Mr. Freeman said they are aiming for a 40% profit mark, and do not plan on losing. He added if they do not start with the \$350,000 sponsorship in BID funding for the first year, they would have to start over.

Motion made by Mr. Cook, seconded by Ms. Lee, to support the first three years as asked in the proposal at \$350,000, \$200,000, and \$150,000. In a voice vote, the motion passed unanimously (6-0) with Mr. Dutton not voting.

IV. BID Funding Request, SR A1A Streetscape North of CRA Boundary - Donald

Morris, AICP, CRA Manager

The Committee had been provided with an application for the lights on the west side of A1A from Alhambra Street north to Sunrise Boulevard. Mr. Morris referred to a handout showing an aerial view of the proposed lighting. They have \$1.5 million left over from a previous lighting grant from FDOT. The money would not be spent until they have assurance that the FDOT funds are secured. FDOT will not pay for design, so the request would include design, sub-surface utility exploration, and preparing bid documents to bid out for construction. All construction services would be covered by the FDOT grant.

Mr. Morris also provided a sketch schematic of the lights, noting they are identical to the ones on the east side except they may not be louvered and will have to be amber, turtle-compliant. Ms. Lee wondered if they could switch the lights in non-turtle season, to which Mr. Morris replied that he did not know, but they could request it.

Mr. Morris said the design fee is \$71,000. The fee is not so much for the lights themselves as it is for the infrastructure in the ground. They still have to design the lights based on the photometrics required on that side of the road. The separation between the lights will be different because they will have new foundations, allowing them to be closer.

Discussion then ensued on the light designs, with Ms. Lee suggesting a lower second tier of lighting attached to the pole. Mr. Morris pointed out that the poles are 13 feet, six inches high so that vandals cannot reach them. He said they have to design for the worst case scenario.

Motion made by Mr. Cook, seconded by Ms. Lee, to approve the lighting design request. In a voice vote, the motion passed unanimously (6-0) with Mr. Dutton not voting.

Ms. Lee stated that she wants the residential community to know that the BID businesses are making the lighting improvements, and she wanted a strong public relations effort to inform them.

Chair Fernandez commented that he and Mr. Barnett have discussed what could be done to minimize the downturn on demand at the beach. He said that Ms. Butler had put together some ideas on media, video development, and a public relations plan.

Ms. Butler stated they are in a situation where they have the product and the experiences to offer to visitors. The CVB is researching how to attract the visitors, but have not created the assets to do so. The asset development would be under the Hello Sunny brand and would introduce the luxury (lux) experience to the consumer market. She understood that the position of the BID is to get people to come specifically to Fort Lauderdale Beach.

Ms. Butler said that putting together a media schedule is the first step, and then stepping it up to another market. She thought *Afar* magazine would be the step up.

Ms. Butler said they need photography, video, and advertorial content that addresses the value proposition for a lux experience on the beach. She showed some estimated costs such as \$35,000 for a two-minute video shoot, \$25,000 for a brochure, and \$35,000 for photography. She talked about a fan program which would bring in writers (\$25,000) and target media such as the *Wall Street Journal*, *Conde Nast*, *The Atlantic*, etc. The project would also target Virtuoso travel agents and luxury tour receptors.

The media strategy would look at some digital programs and work with a company that can track and put cookies on all digital assets. That would run about three months and cost approximately \$25,000.

Ms. Butler said that another consideration would be to have someone who would ensure that the research team would come back with the desired results. That person would also need to be the point person for the PR program. They budgeted for one person to do that at another approximate cost of \$25,000. In all, the costs would be approximately \$170,000 on top of the media proposal.

Ms. Butler said the project would be an opportunity to partner with the BID, since most of the lux market is on the Board. The BID could control their messaging for Fort Lauderdale Beach, because the CVB has to market Greater Fort Lauderdale.

Chair Fernandez affirmed that whatever money the BID commits would be strictly for the BID and Fort Lauderdale Beach. He pointed out that approximately \$25,000 is earmarked to have a third party create and develop the media plan. It was noted that person would also place the media, and create assets so that they have a "look." Ms. Butler said they would have to carefully consider using Starmark.

Ms. Butler distributed copies of the spreadsheet proposal for the Board, and Chair Fernandez reviewed it briefly. Ms. Butler commented that the third party would provide exact feedback on the effects of the media money.

Discussion ensued on the cost for a three-month campaign, with many members thinking it was too much to spend. Ms. Butler pointed out that it would provide an opportunity for each property to sample the media with very little cost to them.

It was noted that the budget for the current year is approximately \$783,000. \$226,000 has already been spent, and they are committed for \$231,000. Mr. Morris said that the number will come out of the budget for next year. Chair Fernandez advised that if they do not commit to anything else for this year, they would have a \$850,000 carry-over going into next year.

Discussion ensued on the possibility of having a version of the CVB's "Vacation Like a VIP," be "Vacation Like a VIP on Fort Lauderdale Beach." Chair Fernandez commented that his property did not benefit much from the program in the past, but it would be helpful to tag onto some existing program. Ms. Butler suggested tagging onto the digital plan since it is a less expensive option and also trackable. She added they are looking at advertising all over Florida.

Mr. Barnett commented on the advantage of contracting with someone to create the assets and a project manager who is focusing on what to do and reporting back on a monthly basis.

Since many felt the project was a big number, Chair Fernandez suggested that they might look at what the CVB is already doing and consider other initiatives to drive more coverage.

In order to avoid any conflict of interest between the proposal and the CVB, Ms. Butler said that the third party would be key.

Chair Fernandez concluded that the Board needed to regroup on the matter and thanked Ms. Butler for her presentation.

Discussion followed on the CVB ads that are currently running, with it being noted that the beach already benefits from them. The idea of a co-op program was also discussed, with Ms. Butler said they could research those opportunities.

Ms. Butler said that another solution would be to target specific world markets as a group so that the hotels do not have to bear the cost. She also mentioned that the banner ads are pop-ups that have a "Hello Sunny" message.

V. BID Manager Update – Dan Barnett, BID Manager

Mr. Barnett reported that he spoke to Casey at Red Bull and they are currently working on the Swatch volleyball project for the end of January 2017. At this point, there is no ask for the BID.

Mr. Barnett mentioned that the Sun Trolley is focusing on the 1% tax dollar, and he thought they would probably come to this Board at some point in time for funding support. He said they need to consider the value of the Sun Trolley connecting the north and south beaches. Mr. Morris said that the Sun Trolley currently receives \$220,000 in financial support from the CRA.

Mr. Barnett stated he was contacted by the company that does kiosks in municipalities, and he passed around a handout. He noted they can provide free wi-fi on the beach and have done so in New York City. Their funding comes from advertising on the screens, and the City provided some funding. The service has a safety feature so that

access would not shut down when great numbers of people are using it. It was noted that many people access the internet on their phones, but they may go over their contracted limit.

Mr. Barnett clarified he is bringing up the subject for both the kiosk opportunity and the wi-fi aspect. He said these kiosks would be a replacement concept for the kiosk the Board had previously considered for the future park area.

Mr. Barnett reported that they are not getting much activity on Food and Beverage on the Beach. There will be a renewal moment in October, and they will have to see who pays to renew. Chair Fernandez reminded the Committee why they wanted the service originally and recommended evaluating it in October. They acknowledged it was difficult to make it successful without alcoholic beverages.

Mr. Morris reported that on the April 19, 2016, City Commission meeting, the Commission will decide on termination of the contract with the lighting contractor for Holiday Lights. They will also have a recommendation from the BID about going out for separate bids. Soon after that, they will go out for bid, specifying pole lights, probably wrapped poles. The second bid would be for a variation on the sand man.

VI. Communications to the City Commission - None

VII. Old/New Business

- **Special meeting to select BID Manager**

Mr. Morris advised they will meet on April 26, 2016, at 10:00 a.m. for the BID Manager selection. He said everyone was invited to attend, and it will be treated as a BID meeting. The bids will be reviewed, and one firm will be selected for recommendation to the City Commission.

Mr. Morris advised that he will be out of town for the next regularly scheduled meeting (May 9). He requested that they cancel that meeting if there is no pressing business.

By consensus, the May 9, 2016, meeting was cancelled.

Upon motion duly made and seconded, the meeting was adjourned at 5:18 p.m.

[Minutes prepared by J. Rubin, Prototype, Inc.]

Attachments:

CVB proposal spreadsheet – Kim Butler

Handout on kiosks – Dan Barnett

Sketch schematic of proposed lights on A1A – Don Morris

Handout of aerial view of proposed lighting on A1A – Don Morris